

EYADEMA GNASSINGBE

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EDUCATION

University of Maryland - College Park

Bachelor's, Information Science

GPA: 3.5

Expected Graduation Date: May 2027

Courses: Programming for Data Analysis (Python, Pandas), Database Design & Modeling (MySQL), Statistical Analysis (R) 2027

PROFESSIONAL EXPERIENCE

Extern

Jun 2026 - Aug 2026

Beats by Dre Data Analytics: Qualitative & Quantitative Insights Externship

Remote

- Cleaned survey and Amazon review data (5,155 responses, 1,807 reviews across 8 brands) in Python/pandas
- Ran TextBlob sentiment analysis and Gemini API-assisted review analysis on unstructured customer feedback, and coded open-ended responses using a structured qualitative framework with a custom urgency-weighted theme refinement method
- Performed EDA, correlation analysis, and segmentation in pandas/Seaborn/Matplotlib to identify a target customer segment showing 43% higher purchase intent and 29% higher spend than the market average
- Synthesized quantitative and qualitative findings into an interactive dashboard, competitive analysis report, and presentation for leadership with a final pricing and go to market recommendation

Global Career Accelerator

Jun 2026 - Jul 2026

GRAMMY Awards Website Analytics & A/B Testing -- The Recording Academy | Excel

Remote

- Conducted a randomized controlled A/B test evaluating CTA click through behavior across The Recording Academy's website restructuring, finding a 23% increase in engagement for the new site structure, statistically significant at 96% confidence
- Analyzed web engagement metrics for The Recording Academy following its 2022 site split into Grammy.com and RecordingAcademy.com, finding pages per session increased from 1.86 (combined site) to 2.78 (RecordingAcademy.com) and 2.25 (Grammy.com), and bounce rate improved from 41.6% to 33.7% and 40.2% respectively
- Built a PivotTable analysis showing "Show Night" ceremony days drove 1.3M+ more daily visitors than non-ceremony days, with spikes also tied to nominations announcements and events like GRAMMYs on the Hill
- Applied two proportion z-test methodology to validate A/B test results and XLOOKUP to merge and analyze mobile visitor data, identifying that mobile devices accounted for 73.7% of total site traffic
- Delivered data-driven recommendation memo to VP of Digital Strategy at The Recording Academy, translating engagement metrics and hypothesis testing results into an actionable business recommendation to maintain the split site structure

Global Career Accelerator

Jul 2026 - Aug 2026

Data Center Site Selection Analytics -- Intel (Sustainability Team) | Tableau

Remote

- Analyzed and compared 13 U.S. balancing authority regions on net energy production and renewable share, identifying the Central region (CENT) as the only one ranking strong on both dimensions
- Created calculated fields (NetProduction, RenewablePercentage) to quantify regional energy surplus/deficit and renewable energy share of total generation
- Designed parameterized, dynamic visualizations (day/week/month views via DATETRUNC) enabling stakeholders to explore demand and generation trends across custom time periods
- Developed tree maps and multi-source line charts to break down energy generation by source, region, and balancing authority
- Delivered a data-driven site recommendation identifying the Central region as the top choice, ranking 2nd in net production (10M+ MWh annually) and 2nd in renewable energy share (41%) across 13 regions evaluated

University of Maryland - Baltimore County

Aug 2024 - May 2025

SI PASS Leader

Baltimore County, MD, USA

- Led weekly group study sessions for Calculus 1, supporting 110 peers per week across multiple sessions while partnering with professors to align content with course objectives and collaborating with fellow SI leaders on shared learning strategies

PROJECTS & OUTSIDE EXPERIENCE

Election Data Analysis and Visualization | Python

Jul 2025 - Jul 2025

- Cleaned and processed raw U.S. election data (year, state, party, votes) in Python using string manipulation and manual data handling to calculate state-level wins and vote share by party, including tie handling across multiple election years
- Tracked key state-level outcomes (e.g., Maryland, California) and visualized voting trends and vote percentage shifts over time using Matplotlib

Chicago Traffic Citations Database | MySQL

Mar 2026 - May 2026

- Contributed to designing a normalized 5-entity relational schema and wrote 6 SQL views using joins, HAVING, and nested subqueries to surface violation trends, officer breakdowns, and payment/enforcement patterns
- Helped reason through data ethics considerations in schema and query design, including PII exclusion and geographic bias risk in zip-code-level citation data

SKILLS

- Skills:** SQL, Python, Pandas, Excel, Tableau, XLOOKUP, VLOOKUP, A/B Testing, Microsoft Office, French

